



**WDN Teleconference**  
**Building a Twenty-First Century Workforce System:**  
**Realigning, Reinventing, Responding**

***Designing and Delivering Responsive Business Services***

**With Greg Newton**  
**Greg Newton Associates**

**Tuesday, April 11, 2006**  
**8:00 a.m. – 10:00 a.m.**

**Teleconference Information:**

The Workforce System is changing (regardless of legislative change) and now is the **time to re-envision, re-engineer, and re-design and move beyond just federally mandated program operations to true workforce solutions**. Across the country, state and local workforce boards and systems are using targeted industry clusters and the major workforce challenges as the drives to becoming even more demand-driven and to audit their operations to ensure responsiveness. However, change is hard and sometimes saying the words are easier than making it happen. This session will help you make it happen by creating a shared vision, considering the key elements of a reinvigorated workforce system, and initiating planning for change.

The new workforce system recognizes businesses as prime customers and partners. Some workforce areas have formed integrated business service teams to provide comprehensive business services and many are striving to do so. When you shift to true business services, you focus on much, much more than just getting job orders and marketing your menu of services. System business representatives listen to needs and develop responsive, system-wide customized solutions; provide meaningful workforce intelligence so businesses can meet their human resource needs; and act as champions of change to ensure service delivery responds to aggregate business demand.

This session will help you **improve your business services team (if you have one) or form one (if you do not); clarify the role of your system business service representatives; and give practical suggestions to make businesses true system partners**.

**In This Session, You Will Learn:**

- How to organize and strengthen your business services team and avoid the most common mistakes
- Why the delivery of business services is so very different than the system's traditional employer services and how to make the shift
- What the roles and responsibilities of a business services representative are and how to fulfill them
- How to reach the business community through listening, responding, and partnering (not just "sales").

**Hosting Location:**

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